

Abstract of the Disclosure

Content delivering server has first content materials of a first format and second content materials stored in its memory. If a requesting client terminal to which content is to be delivered is of a type capable of using the first content material of the first format, the server creates single composite content including the first and second content materials. If the requesting client terminal to which content is to be delivered is of a type incapable of using the first content material of the first format, the server converts the first content material of the first format into a first content material of a second format capable of being used by the client terminal to thereby create single composite content including the converted first content material of the second format and the second content material, and then it delivers the thus-created content to the client terminal.